

**Marketing:** School Year \_\_\_\_\_  
**Retail Operations**  
**Course Code # 5022** Term: \_\_\_\_ Fall \_\_\_\_ Spring  
**½ Credit** \_\_\_\_\_ **1 Credit** \_\_\_\_\_ **2 Credits** \_\_\_\_\_

Standards to be completed for ½ credit are identified by one asterisk (\*).  
 Additional standards to be completed for one credit are identified by two asterisks (\*\*). A work-based component for 2-3 credits is identified by three asterisks (\*\*\*)

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 45, with Work-Based Learning = 49, 1 credit = 75, WWBL = 79	
# of Competencies Mastered:	
% of Competencies Mastered:	

**\*Standard 1.0 The student will analyze the marketing foundations as they relate to retailing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Analyze why retailing continues to undergo changes in the marketplace			
1.2	Differentiate between product and service retailing in the changing marketplace			
1.3	Compare and contrast the methods of retail practice in the global marketplace			
1.4	Recognize the importance of planning and management in retailing			
1.5	Analyze the significance of demographics, psychographics, and economic trends to the retail manager			
1.6	Examine ways macro and micro environments can impact a retail establishment			
1.7	Interpret customer purchasing decisions based on the consumer behavior model and the buying process			
1.8	Relate the marketing mix to the viability and success of the retail establishment/business (retail life cycle/product life cycle; marketing channels; marketing functions; promotional opportunities)			
1.9	Analyze the legal and ethical behavior of retail businesses			
1.10	Examine the role of customer service in retailing			
1.11	Examine the contribution of exterior and interior features to a store's image and profitability			

**\*Standard 2.0 The student will understand economic concepts fundamental to retailing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Examine types of economic systems			
2.2	Examine concepts of a market economy			
2.3	Interpret the roles of government in a market economy			
2.4	Examine the importance of business cycles to retail planning			
2.5	Analyze the impact of the global economy on retailing			
2.6	Recognize the significance of the cost/profit relationship for retailers			

**\*\*Standard 3.0 The student will analyze marketing information systems and their importance to retailing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Evaluate research methods used in retail decision-making			
3.2	Identify and describe the steps of the market research process			
3.3	Evaluate the uses of marketing information for retailers			
3.4	Analyze sources of primary and secondary data useful to retailing			

**\*\*Standard 4.0 The student will examine financial concepts and methods to control risks in retailing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Interpret the importance of a merchandise budget and prepare a six-month merchandise plan			
4.2	Analyze the uses of income statements, balance sheets, and cash flow statements			
4.3	Assess the importance of inventory value for developing financial statements			
4.4	Analyze the various methods of controlling losses resulting from shrinkage, vendor collusion, and theft			
4.5	Determine a method of human resource planning to hire employees, manage existing employees, and compensate employees			

**\*\*Standard 5.0 The student will compare and contrast distribution strategies as well as inventory methods used in retail businesses.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Distinguish between direct and indirect distribution			
5.2	Examine the functions performed by channel intermediaries			
5.3	Evaluate the factors that influence the length/width of a channel			
5.4	Compare the characteristics of retailers, wholesalers, agents, and brokers			
5.5	Assess the influence of technology on distribution strategies			
5.6	Explain the importance of preventing stock shortage			
5.7	Compare the different types of inventory systems			
5.8	Demonstrate the procedures of a physical inventory			
5.9	Apply external and internal security procedures to a retail business			
5.10	Assess the influence of technology on inventory control			

**\*Standard 6.0 The student will identify and analyze the various buying and pricing activities involved in retailing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Examine and explain the buying process			
6.2	Compare methods for determining what to buy in a retail business			
6.3	Evaluate methods used by buyers for selecting markets and suppliers and for negotiating terms			
6.4	Assess methods of ordering, invoicing, and evaluating purchases in a retail business			
6.5	Appraise technological advances and global sourcing and their effect on retail buying			
6.6	Explain the importance of pricing and the basic pricing concepts			
6.7	Compare pricing techniques used by retailers			
6.8	Calculate pricing math related to mark-up, mark-down, and discount calculation			
6.9	Examine the influence of technological innovations on the processes of buying and pricing			

**\*\*Standard 7.0 The student will examine the importance of the promotional mix to the retail business.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Analyze advertising media			
7.2	Evaluate promotional activities based on retailer objectives			
7.3	Plan and manage promotional activities			
7.4	Utilize visual merchandising in the promotional mix			
7.5	Compare and calculate expenses and media costs as they relate to advertising and visual merchandising			
7.6	Develop an effective sales promotion related to a specific retailer			
7.7	Relate visual merchandising, publicity, personal selling, and customer service to achievement of a retailer's promotional objectives			
7.8	Analyze the impact of technology on promotion			

**\*Standard 8.0 The student will apply the selling process and relate the importance of customer service to the retail business.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Distinguish inside sales from outside sales			
8.2	Identify sources of product information			
8.3	Examine the factors that influence customer-buying decisions			
8.4	Utilize selling techniques to aid customers/clients in making buying decisions			
8.5	Analyze the ethical and social responsibilities of selling			
8.6	Utilize interpersonal skills in selling and customer service situations			
8.7	Demonstrate an ability to work as part of a team			
8.8	Utilize mathematical computations in calculating customer purchases			

**\*\*Standard 9.0 The student will analyze the role of human resources and career opportunities in retailing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Evaluate human resource activities in retail business			
9.2	Examine the major aspects of a successful career in retailing			

9.3	Analyze the individual requirements for success in retailing		
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**\*Standard 10.0 The student will apply and relate academic subject matter to retailing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Compose written reports using a correct language arts format			
10.2	Design an oral presentation using appropriate communication and language art skills			
10.3	Conduct an interview using correct language arts skills			
10.4	Perform computations related to retailing using mathematical formulas			
10.5	Understand the importance of product material composition, as well as packaging and temperature importance in transportation and storage			
10.6	Evaluate geographic, social, and economic factors relating to retailing using social studies foundations			
10.7	Apply basic computer and business education principles to the retailing industry			
10.8	Utilize the principles of art in preparing visual presentations			

**\*Standard 11.0 The student will apply organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
11.1	Demonstrate a knowledge of DECA			
11.2	Utilize critical thinking in decision-making situations			
11.3	Identify and develop personal characteristics needed in leadership situations			

**\*\*\*Standard 12.0 The student will analyze how retail operation principles are applied in a specific work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
12.1	Apply principles of retailing to a work-based situation			
12.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
12.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
12.4	Employ the principles of safety to the work-based experience			

Additional comments:

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